

Appln No. 10/760,230
Amtd. Dated: September 29, 2006
Response to Office Action of July 5, 2006

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REMARKS/ARGUMENTS

In respect of the claim objections, the claims have been amended as suggested by the Examiner.

Claim 1 stands rejected under 35 USC 103(a) as being unpatentable in view of Liguori. With respect, the Applicant disagrees. The present application, including the claims, relates to an apparatus for printing wallpaper. The inventive advance that the present application makes includes the realization that wallpaper can be economically produced using pagewidth printhead systems printing onto webs. This advance includes the advantage that a stand-alone printing system can be made in which a customer can input their own desired wallpaper pattern or image and that complete rolls of wallpaper can be produced on demand.

Whilst Liguori provides a web printing system, there is no disclosure that the Liguori system can be used to generate wallpaper rolls as is presently claimed. In the absence of the inventive realization undertaken by the present Applicants, the person skilled in the art would not, as a matter of routine, undertake to adapt the Liguori system to produce rolls of wallpaper because it is not commonly known to produce wallpapers using the print method described in the present application. If the production of wallpaper using the print method presently described were obvious to the skilled reader upon reading Liguori, then additional prior art describing the production of wallpaper by the print method would exist. However, the Examiner has not demonstrated any prior art teaching the production of wallpaper by the print method presently described and claimed.

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Accordingly, the Applicant submits that the present claims are inventive over the cited prior art and that the application is in order for allowance. Further consideration of the application is respectfully requested.

Very respectfully,

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